



**Hockey Operations**  
**Saturday, April 24, 2010**  
**Marriott – St Louis Park**

**MN Coach-in-Chief – Hal Tearse**

Since the winter meeting we have completed and posted three new education videos.

Two are designed to help parents and coaches see how to coach pee wees/U12 and Squirt/U10 . The focus of the videos is the communication process the coaches use and their philosophies.

The third one, Cross Ice Hockey for Mites showcases a couple mite programs (St. Cloud and Hopkins) with interviews from parents, coaches and players. This video is also featured on the main page of the USA Hockey ADM site for viewing across the country.

The Enewsletter continues to go out each month to all hockey email addresses on file (50,000).

Several submitted articles about coaching have been run in Let's Play Hockey over the past several months.

**Ace Program – Terry Evavold**

We have been a very active group these past few months. I encourage this great team to be feet on the street and get out and see the people at the District, Regional and State Tournament. I believe they did a great job.

We just finished up our season and we held our spring 2010 meeting at the Marriot West. I worked with Mike MacMillian to provide a two day educational opportunity for the CEP instructor and my team. Please see the agenda and the guest speaker list below.

**New Opportunities:**

I am very excited to welcome Chris Winkel, ACE Coordinator for Special Hockey. Chris brings a passion for the sport that most do not understand but it is truly inline with the mission of Minnesota Hockey and that is to provide opportunities for all that want to play re guard less of there abilities.

Greg Johnson has has announced to me that he is leaving D4 in hopes of becoming the District ACE Coordinator within the new D9 district. I look forward to working with whom ever is appointed in developing a new team within this district.

I will be traveling to D4 to work with Mark Jacobs in looking for someone to replace Greg Johnson. I will attend the D4 meeting on April 26, 2010 in Windom. I am very positive that we will have someone in place by the summer 2010 meeting. Mark is looking at what Greg did and we will improve the quality of education within D4 association very soon.

ACE Spring Meeting and list of presenters.



Mike commented that the issues are being addressed and part of the problem is communication and the number of girls that are participating in AAA hockey rather than the advanced programs. It was suggested that we possibly move to using the high school sections rather than the MN Districts when organizing the tryouts.

Neither of the high school boys or girls reps were present to give a report.

### **HEP Program – Dave Margenau**

#### **Essay Contest – “I Respect My Opponent Because”**

- 66 entries (08-09, 147; 07-08, 120)
- Finalists:
  - Trey Christopherson, Squirt, Crookston
  - Conner Coughlan, Bantam, Coon Rapids
  - Stephanie Eberhard, 12U, Roseville
- Winner by drawing – Stephanie Eberhard

#### **HEP Material Distribution 2009-10 Season**

Number of Associations who have ordered materials

Season	Associations
2009-10	92
2008-09	77
2007-08	33
2006-07	30
2005-06	71
2004-05	105

- 2010-11 Distribution
  - SAYC – to incoming Mites
  - CWNL – CEP Clinic handout
  - Youth Enrichment in Sports - DVD

#### **3M Coach Recognition**

- 120 Coaches were nominated
- Majority after program featured in e-newsletter
- Coaches receive certificate and USA Hockey DVD's

#### **Fair Play – 2010-11**

- Completed our 6<sup>th</sup> season
- Collecting scoresheets for measurement data

#### **Respect & Protect – Brain Injury Prevention Awareness Campaign**

- Objective - Generate significant awareness of the concussion issue in youth hockey and specifically how to prevent concussions.
- Overview - program was introduced in the October issue of Minnesota Hockey Journal. All Minnesota Hockey families received helmet stickers in the October issue of Minnesota Hockey Journal. Much of that issue was dedicated to concussion prevention, identification, and

treatment. Kids were encouraged to put the sticker on their helmet to declare that they Respect & Protect in The State of Hockey.

- To encourage players to put the stickers on their helmets, Minnesota Wild “Secret Scouts” have randomly show up at ice rinks and pick a player who has their sticker on as a winner (similar to a “secret shopper” campaign). The winners receive two tickets to a Wild game in a suite.

Secret Scouting stops:

1. 11/3/09 – Cloquet Squirt and 12U practice
2. 1/25/10 – Chaska/Chanhassen Squirt practice
3. 1/25/10 – Minnesota Hockey Recreation League scrimmage in Minnetonka
4. 1/26/10 – Faribault Mites and 10U practice

**Electronic Media – HEP Newsletter**

- Basic Statistics
  - First Edition – October 29, 2009
  - Weekly Distribution
  - 50,000 Subscribers – October thru April 1,300,000 Contacts
  - Open Rate 20 – 30% (Industry Average 5 – 12%)
- HEP Parent Quiz
  - 1900 Participants
  - \$5,000 Prize Incentives
  - District Participation (Thru January 2010)

District 1 – 76	District 8 – 243
District 2 – 199	District 10 – 312
District 3 – 149	District 11 – 40
District 4 – 98	District 12 – 22
District 5 – 98	District 15 – 73
District 6 - 247	District 16 – 19

- 3M Coach Recognition
  - On-line nomination introduced mid-February
  - 100+ nominations in two weeks
  - Thank you letter sent to nominator
  - Nomination sent to Kathy and archived
- Social Media Accounts Set Up
  - HEP Twitter (<http://twitter.com/mnhockeyhep>)
  - HEP Facebook Fan Page (<http://www.facebook.com/pages/Minnesota-Hockey-HEP-Program/162656570008?ref=ts>)
  - You Tube Channel (<http://www.youtube.com/minnesotahockeyhep>)
- Most Popular Articles
  - Education
    - 8 Ways to Turn Around a Problem Parent
    - A Team Leaders Job Description
    - 7 Steps to Resolve Coaching Issues
    - 7 Ways to Help a Player Have More Confidence
    - 7 Ways to Overcome Athletic Stress
    - 10 Questions to Help Your Player Evaluate Last Season
    - How to Choose the Best Hockey Camp
    - Real-World Guide to Storing Hockey Equipment
    - Trophies for Teens – Is There a Better Way
    - What NOT to Yell During Hockey Games
    - Why Every Player Needs a Checking Clinic
  - Hockey Glossary
    - Zones
    - Shot on Goal
    - Top Shelf

- Contests
  - HEP Quiz
  - Top Skating Skills
- What's the Call
  - Roughing
- Equipment
  - Develop Wicked Fast Hands with the Halo Hockey Trainer
  - Review s-19 Shock Helmet
  - The Smart Training Ball – On-Ice Feel on Any Surface
  - Get On-Ice Feel Off the ICE with FlyPuck

Reader Feedback #1

Subject: Minnesota Hockey is Great

Dear all those at Minnesota Hockey (hep and newsletter),

I am just a hockey mom, with 2 of my three boys in hockey. I just completed reading "Why Car Coaching Drives Kids Crazy" and laughed and applauded the whole way through it. I will be showing it to my kids and husband. I cannot compliment you all enough on what a wonderful newsletter this is to get. I believe all parents with kids in sports would benefit from the majority of the materials, as I'm sure you know. I just wanted to Thank you all for doing such a great job! Keep up the great work and abundant information!

Sincerely,

Pam Bistram  
Hockey Mom

Reader Feedback #2

I just want to let you know how wonderful this newsletter is! The articles are so useful and cover everything a parent could think of. I wish I had had access to the website when my older son started in hockey -I didn't even know how to put his gear on! Keep up the great work.

Missy Hermes  
Fergus Falls

Greetings from south central Minnesota!

Reader Feedback #3

I have enjoyed reading so many of the articles you publish in the on-line Minnesota Hockey HEP publication. Some of them have really made me think about the way I talk to my son, what I say (or yell) in the stands, and what my son really needs. I look forward to reading them each time I receive them. Unfortunately, even though I received them, until a coach referenced some pieces of an article from this newsletter in an email he sent, I never even open the publication. I get so many emails from so many hockey sources that I don't look closely at them. I wonder if there are others in the same situation.

These articles are really good and I think all hockey parents should read them. I think they would enjoy reading them and would benefit from the messages they send, that are presented in a humorous and very realistic way.

I recall one article regarding parents comments in the stands during games. The author started by saying something so simple yet so true, the parents in the stands with you today are likely going to be the parents in the stands with you for many years to come, so you better like them. The author gave the example of his son who would never skate the puck up to the net, he always passed it. The one time his son finally skated it up and took a shot, a parent in the stands yelled "pass the puck!". Can't you feel your heart sink? Mine did. The author said to this day he doesn't like that parent. I can relate and I bet many others can too.

As the Ace Director for the Shakopee Youth Hockey Association, I would like to get these articles out to our parents and coaches, so I was wondering if I could add to our website a section on HEP or Minnesota Hockey (whatever is appropriate) with links to some of your articles. I would like to pull out the articles from your publication and highlight them. Maybe something like the following:

Why Car Coaching Drives Kids Crazy

Hockey Glossary: Shot on Goal

Kids Stuff: How to Make a Goal (Literally)

Helping Your Child Cope with Losses

I wish I had kept some of the other emails so I could capture some of the best ones I read. Do you have an archive of them?

I don't know the legalities of doing this. So any help you can provide would be greatly appreciated.

Thanks!

Andre Prah

Ace Director, Shakopee Youth Hockey Association

Reader Feedback #4

You guys always provide great articles and ways to connect with kids in hockey every month, so thanks. That being said I am more and more disappointed with the intolerant and abusive behavior the parents and kids are subjected to during all these tournaments you write about. The cursing, yelling to kids to 'knock their heads off', and general meanness of a lot of parents really turns many of us away from this game.

You've got great ideas and my guy loves his hockey but I am seriously considering just pulling the plug and focusing him in other sports where there is less intensity and bloodlust being screamed at these little guys and gals. Thanks again for your efforts but frankly not enough people are reading it or living it. The reality is these out of control parents have to be muzzled or you'll lose more talented kids than you attract.

Thanks for listening

Warren Wolf

Subject: Helmet Stickers

I am requesting a supply of helmet stickers for the hockey officials in this area. I read your article about "Respect and Protect" in the new online HEP newsletter and agree whole-heartedly with the content. I work with approximately 60 local officials as the Mankato Hockey Referee Association President and also as the Bulldogs Hockey Association (St. Peter) Referee Coordinator. I also work closely with the MN District 4 Supervisor of Officials as the D4 Officials Committee Director.

I would like to see our officials wearing the helmet sticker to help remind the players and each other about the importance of trying to prevent brain injuries. I have a sister who has been living with the effects of a traumatic brain injury for more than 25 years. I also have a son who suffered a concussion while playing hockey two years ago.

If you are ever in need of a guest speaker for one of your events, I also have a good relationship with some health care professionals (neurology) who might be willing to share their knowledge of brain injury / concussion, etc.

Thank you and keep up the good work!

Mark Zallek  
Minnesota Hockey District 4  
Officials Committee Director

Dave asked for feedback on the HEP newsletter and what changes the board would like to see. Dennis expressed that with an article on how to select a hockey camp and having ads for hockey camps on the site it can be perceived that MN Hockey is endorsing the camps. There was also discussion as to whether or not the HEP newsletter should expand to include more articles on MN Hockey in general. Dave would like to see more input from the MN Hockey family on the articles, etc.

### **MN Task Force Committee Update**

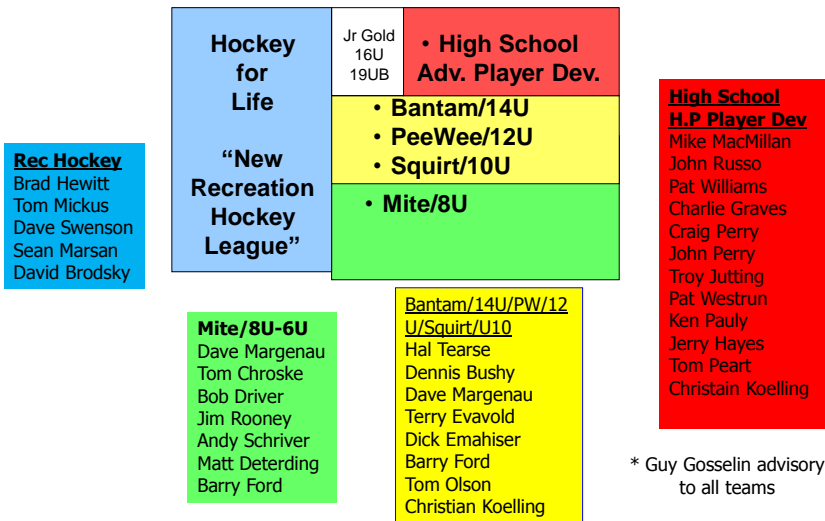
Minnesota/American Development Model  
Task Team Update  
April 24, 2010



## Task Team Charter

- Develop a proposal as how to best integrate the USA Hockey American Development concepts into the Minnesota Hockey structure and programs. Addressing but not limited to the following areas:
  - Growth
  - Local Association Structure and Programs
  - HEP Skill Development Component
  - Coach Development
  - High School Hockey Structure and Program
  - High Performance Advanced Programs

## Development Teams



## Goals for ADM – Minnesota Hockey

- Create an environment that attracts players, encourages continued participation, fosters players’ learning and development of skills and enjoyment of the game.
  - Fun and challenging
  - Reduce cost of participation
  - Programs which best match players’ physiological and psychological development
  - Accomplished within the existing local hockey association structure
  - Improve Coaching Education
  - Resource for local hockey associations/districts



## ADM – Minnesota Hockey

	Mite/8U-6U	Squirt/U10	PeeWee/12U	Bantam/14U
Team Composition	Three Groups of equal ability Advanced Intermediate Beginner & Less Skilled 9 to 13 players per team Goaltender rotated	Two skill levels Top 50% Bottom 50% Distributing player ability across all teams of each level 10-12 skaters and 1 goalie	"Must field more than one team at the highest level" If three teams (2) "A" teams and (1) "B" team. 15 skaters and two goalies	Play association A, B and C See attached team chart
Season length	Five months	Six months	Seven months	Seven months
Ice touches	Two or three per week	Three to four per week	Four per week	Four to five per week
Practices	Two per week (50 - 60 minute session)	Two to three per week (60 minute session) 75 – 80 per season	Three per week (60 minute session) 80 to 90 per season	Four per week (60 to 80 min per session) 120 to 130 per season
Off-ice	One per week 30 minutes Before or after practice	Two times per week 30 to 40 minutes Before or after practice	Two times per week 30 to 40 minutes Before or after practice	Two times per week 30 to 40 minutes Before or after practice
Games	Two ½ ice/ cross-ice per month Limited to local competition	2 games per week or 35	2 games per week regular season	2.25 games per week 15 min periods regular season
Training to Competition Ratio		75% practice 25% competition	70% practice 30% competition	60% practice 40% competition

## 3 Prong Implementation Strategy

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- Marketing
  - HEP Newsletter
  - Local Association Meetings
  - Website
  - Coaches Newsletters
- Education
  - Parents – “How best to support their children”
  - Coaches – “Tools to teach and develop skills”
- Structural Changes
  - Programs
  - Rules to create the new structure

## Mite/8U-6U

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- Continue Current Association/District Programs
  - Divide players into groups based on skill and age. (Three or four)
  - Focus on fun and teaching of basic skills
  - Cross-ice or ½-ice games, limited number of full ice games for highest level
- Establish Association “Mite Director” position to provide direction
- Adopt rule to limit Mites to 8 full ice games maximum for 8U

## Squirt/10U Recommendations

- Games
  - Two games per week
  - No games before December – Focus on skill development unless in-house
  - 2 Exhibition (Scrimmage) games before December
- Practice to game ratio 3 - 1
  - Nov – Mid March; 5.5 Ice touches per week
  - Mid Oct – Nov Focus Skill Development Training
- One 20-30 minute off ice session per week – before or after practice
- Don't to post win-loss record

## Squirt/10U Team Size Guidelines

- Create More "A" Teams – Widen the Pyramid

Number Association Squirt Teams	1	2	3	4	5	6
"A" Teams		1	1	1	2	2
"B" Teams	"A" or "B"	1	1	2	2	3
"C" Teams *			1	1	1	1

Number Association Squirt Teams	7	8	9	10	11	12
"A" Teams	2	3	3	3	4	4
"B" Teams	3	3	4	4	4	5
"C" Teams *	2	2	2	3	3	3

Multiple "A" and "B" teams are to be of equal strength

\* Some flexibility with "C" teams

## Pee Wee/12U Recommendations

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- Games
  - Two games per week
  - Games start after November 1<sup>st</sup>
- Practice to game ratio 2.5 - 1
  - Nov – Mid March; 5.8 Ice touches per week
  - Mid Sept – Oct Focus Skill Development Training
- One 20-30 minute off ice session per week – before or after practice

## Bantam/14U Recommendations

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- Games
  - 2.25 games per week
- Practice to game ratio 2.25 - 1
  - End of Oct – Feb; 6.1 Ice touches per week
  - Mid Sept – Oct Focus on Skill Development Training

## High Performance Programs 15 - HS

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- District pre-season development camps for 15's (2009)
- Expand Advanced 15 Program to include more players and development sessions (2010)
- Add regional camps following summer festival (2010)
- Development of 18U program (2010)
- National HS Invitational (2101)

## High School H.P Player Development

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- Create a seamless development process for 2<sup>nd</sup> year Bantams (15's) through 18U's
- Provide exceptional coaching in all phases
  - Qualifications
  - Training/Education
- Expand player skill development within existing programs
- Provide additional opportunities during the summer

## Focus Points Moving Forward

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- Grow the game (retention)
- Make game participation more affordable
- Develop all players to their full potential
- Bring task team together!
- Bring sub teams together!
- Establish Timeline for rule changes needed!
- Role out ADM Association Guidelines!
- Mite (6U/8U) Association Assessment Tool!
- Expand Coaching Association Skills Program!

### **New Hockey Ops – Added Budgets** – Barry Ford

The budget needs to be adjust to reflect the income from the MDM HP Fall 15 Program and the Advanced 18 program.

Meeting adjourned at 10:45

Respectfully submitted,  
Carol D. Carlson